

Building Bridges VI

*The Road to Quality Care:
Using Research to
Drive Quality Improvement*

**April 6–7, 2000 ☞ Atlanta, GA
The Grand Hyatt Atlanta in Buckhead**

***Jointly presented by the American Association of Health Plans,
the Agency for Health Care Policy and Research,
and the Centers for Disease Control and Prevention***

**For more information, call (202) 778-3269
or visit AAHP Online at www.aahp.org**



American Association of
HEALTH PLANS

Introduction

As the percentage of people receiving their health care in managed care organizations increases, there is a renewed interest by all sectors—public and private purchasers, consumers, providers, and health plans—in measuring and improving the quality and effectiveness of health plan services. This interest has heightened both the importance and the visibility of managed care research. To meet this growing need, health care researchers, health plans, and medical groups must work together in developing real-world research methods and applying findings. Five years ago, the American Association of Health Plans (AAHP), in collaboration with the Agency for Health Care Policy and Research (AHCPR), initiated an annual conference called “Building Bridges Between the Managed Care and Health Services Research Communities” to facilitate better working relations, communication, and understanding between these two communities. Since then, the organizations have been joined in this effort by the Centers for Disease Control and Prevention (CDC).

The theme of this year’s sixth annual Building Bridges research conference is “The Road to Quality Care: Using Research to Drive Quality Improvement.” At this conference, attendees will have an opportunity to dialogue with leaders in health services research, academia, government, and managed care organizations on the effective translation of research findings—from clinical, health services, and translational research—into actionable care delivery improvements.

The conference will feature a combination of general, concurrent, and poster session presentations by recognized experts from health plans, academia, and government agencies. All sessions will be designed to provide attendees with the maximum opportunity to engage in dialogue and ask questions of presenters, and will be coordinated by session facilitators who will manage the interaction between speakers and attendees. General and concurrent sessions will consist of panel presentations with up to two speakers who will provide complementary perspectives on the topic. The poster sessions will offer attendees the opportunity to interact with presenters on an individual basis.

Preliminary General Session Topics

- ❖ **Clinical trials and their contribution to quality care**—From contributing to the available body of medical evidence, to providing the most up-to-date treatments to patients, to changing the way health care professionals practice medicine, clinical trials have made an indelible mark on the face of modern health care delivery. During this session, presenters will discuss ways in which clinical research impacts the quality of health care in America and offer examples of the application and translation of this research to improve patient care.
- ❖ **Organizing for quality**—As the face of health care delivery continues to change and organizations restructure their operations to meet the evolving needs of patients and health care providers, it is imperative to evaluate the efficacy of various organizational models. This panel presentation will examine methods of structuring health care delivery systems that maximize and promote quality care. Examples of the impact of organizational strategies on quality improvement programs will also be discussed.
- ❖ **Reducing medical errors and improving medical safety**—Medical errors have occurred within the health care system throughout history; recent expansion of performance measurement and evaluation efforts have led to an increased demand for accountability. Available research suggests that patient safety may be enhanced by efforts to assess and examine the myriad factors that contribute to medical errors. During this session, panelists will discuss current trends in improving medical safety, as well as the role of organized health care delivery systems in the identification and reduction of errors throughout health care.

Who Should Attend

- | | | |
|-------------------------------|-----------------------------------|-------------------------------|
| ❖ Academicians | ❖ Health Care Policy Makers | ❖ Managed Care CEOs |
| ❖ Care Managers | and Researchers | ❖ Public Health Professionals |
| ❖ Government Employees | ❖ Information Systems Specialists | ❖ Quality Management and |
| ❖ Health Services Researchers | ❖ Medical Directors | Improvement Professionals |

Conference Objectives

- ❖ Discuss current research activities, results, and application of findings by health plans, purchasers, and the research community.
- ❖ Explore how health care policy makers use research to generate quality improvements in health care.
- ❖ Examine how to effectively translate research findings into actionable medical/healthcare protocols.

Call for Abstracts

Building Bridges VI is requesting abstracts for both concurrent and poster session presentations. Interested professionals and individuals working in the field of health care research, either clinical or health services-related, are invited to submit abstracts detailing their presentations. All abstracts must be relevant to the theme of the conference, and must be categorized within one of the established Abstract Categories detailed below. The Building Bridges Planning Committee will select abstracts that not only provide information on individual organizations' research initiatives and/or collaborative relationships that have made an impact on health care delivery, but also those that address strategies, findings, or research that seek to improve health care. The Committee is primarily interested in presentations that provide data on outcomes and/or results, both quantitative and qualitative, of specific projects or programs, rather than descriptive, narrative presentations.

By submitting an abstract, each author signifies that if the abstract is selected, he/she will be available for presentation during any of the concurrent sessions or poster sessions on either April 6 or 7, 2000. Individual presentation times will be determined two to three months before the conference; at that time, authors will be notified of the precise date/time of their presentation.

Concurrent Presentations: Abstracts selected for oral presentation will be grouped by topic area into panels of one to two individuals who will present in the same session. Each speaker will discuss his/her work for approximately 30-45 minutes, with a question and answer period following the final presentation within the group.

Poster Session Presentations: Abstracts selected for poster presentations will be displayed during the conference. Authors must be available to discuss their posters during designated poster viewing sessions. The conference agenda includes two scheduled poster session viewing times, one on each day. All abstracts selected for poster session presentation will be published in a booklet that will be distributed to conference attendees. ***By submitting an abstract, authors tacitly agree to have their abstract published in this booklet.***

Authors may indicate on the Abstract Submission Form their preferred presentation type, however, the Planning Committee reserves the right to assign the type of presentation.

Abstract Categories

To be considered for selection, an abstract must pertain to one of the following categories that have been established by the Conference Planning Committee. Please indicate on the Abstract Submission Form the category(ies) for which you are submitting.

- ❖ **Eliminating missed opportunities for prevention**—Abstracts should provide examples of strategies for overcoming barriers and reducing missed opportunities for providing preventive health care services throughout the health care delivery system.
- ❖ **Demonstrating return on investment (ROI)**—Abstracts should discuss the benefits of investing in clinical and health services research and provide insights into how that investment can be translated into tangible organizational outcomes.
- ❖ **Using health services research to define performance measurement goals and promote accountability**—Abstracts should address the role of research in determining measurable, reliable outcomes for evaluating health care system performance, as well as provide examples of programs that have successfully utilized research to set actionable performance goals.
- ❖ **Research on special topics**—Abstracts should discuss what the available research conveys about the topic, then focus on how that research has been or should be applied to drive quality improvements in the following areas: Children's Health; Mental Health; Alternative Medicine; Ethnic Disparities; Behavioral Changes to Promote Health and Wellness
- ❖ **General category**—THIS APPLIES TO POSTER SUBMISSIONS ONLY. Abstracts submitted ONLY for consideration in the poster session need not address a specified topic in this call for papers, but may reflect work in broader areas of interest to the targeted conference audience.

Abstract Submission Form

DEADLINE: Postmark on or before November 15, 1999. Entries postmarked after this date will not be accepted for consideration.

CATEGORIES: Please indicate the category for which you would like your abstract to be considered. If your submission applies to more than one category or issue, please rank numerically indicating the degree of relevance: (1. Very closely related or largely covered; 2. Somewhat related or covered in part)

Please indicate your categories:

Pediatric Asthma Management in an Urban Medicaid Population
Bob Smith, Any Health Plan, 123 Main Street, Anywhere, MA 12345

From a population management standpoint, health plans confronting pediatric health care issues in an urban Medicaid population face a variety of challenges to program design and implementation. Success depends largely upon the ability to successfully integrate patient needs and health plan capabilities. Our health plan has found several essential components that need to be incorporated into any successful program...

Please indicate your preferred presentation format:

____ Concurrent presentation ____ Poster session presentation

Individual to be contacted regarding the submitted Abstract:

Name _____

Title _____ Degree _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email address _____

***Telephone and fax numbers are very important**

If you have any questions about Abstract Submissions, please call (202) 778-3234.

Abstract Preparation Instructions

1. Limit abstracts to 500 words, excluding title and name of author(s).
2. Single-space and type all abstracts within the box provided on the Abstract Submission Form. Do not leave a top or left margin within the rectangle. The body of the abstract should be typed as one paragraph. If submitting the abstract text electronically, please provide all of the contact information that is indicated on the Abstract Submission Form.
3. Print must be at least 10-point size (if using computer/word processor) or 10-stroke pitch (if using typewriter), and must be dark enough for reproduction. Hand-written abstracts will not be accepted.
4. Follow the format for positioning title, author(s), and text that is indicated on the Abstract Submission Form below the abstract box.
5. Type all information using upper and lowercase letters as indicated in the "sample" abstract. Spell out all title words; do not include abbreviations. Do not indent any text.
6. Author information should include complete name of principal author (first name preceding last), institutional affiliation, street address, city, state, and zip code. Include only the name and institutional affiliation of additional authors.
7. Organize the body of the abstract as follows:
 - A. Brief statement of purpose
 - B. Statement of methods or process used
 - C. Summary of results
 - D. Statement of conclusions
8. Do not include references and credits in abstracts.
9. Use only generic names of drugs in abstracts.
10. Unpublished data presented at other meetings, if appropriate, may be submitted for presentation at this conference.
11. Before submitting your abstract, check it carefully to make sure that it is typed neatly and contains no spelling errors. Improperly typed abstracts will be returned to authors for retyping. Failure to resubmit correctly typed abstracts by a specified date will result in rejection.

Abstract Deadline and Acceptance Procedures

1. **Deadline:** All abstracts must be postmarked on or before November 15, 1999.
2. Once your abstract has been received, all further communication will be directed to the person listed as the "Individual to be Contacted" on the Abstract Submission Form.
3. The Abstract Selection Committee will evaluate your abstract according to its appropriate category.
4. Although your preference will be considered, the Abstract Selection Committee reserves the right to assign your abstract to a specific presentation format.
5. You will be notified of evaluation results approximately two to three months prior to the scheduled conference date.
6. Questions about abstracts may be directed to (202) 778-3234.

Abstract Submission Information

1. All abstracts must be postmarked on or before November 15, 1999.
2. For each abstract submitted, mail all materials (original Abstract Submission Form, five legible photocopies, and an IBM-compatible diskette containing the abstract in either Microsoft Word or WordPerfect) to:

Jill Arent ☞ **American Association of Health Plans** ☞ **Building Bridges VI Conference Abstract Submissions**
1129 20th Street, NW, Suite 600 ☞ **Washington, DC 20036-3421**

** You may opt to submit your abstract electronically rather than via diskette. Electronic submissions should be sent in Microsoft Word or WordPerfect to Jarent@aahp.org. You will receive electronic confirmation of receipt within 24 hours of submission.*

3. Facsimile copies will not be accepted.

Hotel & Travel Information

Grand Hyatt Atlanta in Buckhead

3300 Peachtree Road 📍 Atlanta, GA 30305
(404) 365-8100 📞 (404) 233-5686 fax

ROOM RATE

\$165.00 Single/\$195.00 Double/\$225.00 Triple + 14% tax.

HOTEL CUT-OFF

March 10, 2000—Reservations will be accepted after this date based on space availability and rate available basis.

RESERVATION PROCEDURE

Reservations should be made directly with the hotel by calling (404) 365-8100. Attendees will need to request the group rate for American Association of Health Plans.

ROOM DEPOSIT

One night's deposit is required to hold all reservations. A check or valid major credit card with number and expiration date will be accepted.

REFUND POLICY

Deposits will be refunded upon receipt of cancellation at least 48 hours prior to arrival date.

AIRPORT/TRANSPORTATION

The Atlanta Airport Shuttle is available to and from the Hartsfield International Airport. Round-trip fare is approximately \$25.00 per person or \$15.00 one-way. Cab is approximately \$28.00 one-way (\$4.00 per each add'l passenger).

HOTEL DESCRIPTION

Grand Hyatt Atlanta is located in the heart of Buckhead, Atlanta's most prestigious and fashionable area, with convenient access to the city's finest shopping, dining and entertainment areas. The hotel is 15 minutes from downtown Atlanta and in walking distance to Phipps Plaza and Lenox Square shopping areas.

Conference Registration Policies & Information

**Important: Please read before
completing the registration form.**

FIVE EASY WAYS TO REGISTER

1. **Online.** Secure transactions through AAHP Online at www.aahp.org. Have your credit card ready.
2. **By Phone.** Call toll free (877) 291-AAHP (2247) or call (202) 778-3269. Have your credit card ready.
3. **By Fax.** Fax the registration form with credit card order (Visa, MasterCard, or American Express) to AAHP Fax (202) 478-1643.
4. **By Mail.** Send check or money order (payable to AAHP) with registration form to AAHP, Dept. No. 0612, Washington, DC 20073-0612.
5. **By Express Mail.** Send overnight packages to Registration, AAHP Building Bridges, 1129 20th St., NW, Suite 600, Washington, DC 20036-3421.

NOTE: Please do not send or fax a form if you register online. Each registrant must complete a separate form.

ADVANCE REGISTRATION DEADLINE

Your paid registration must be received by Monday, March 6, 2000 to take advantage of the advance registration fee. Registrations received after this date are subject to the on-site registration fees. You will receive a written confirmation of your registration. You may direct any questions regarding registration to AAHP's Member and Customer Action Center toll-free at (877) 291-AAHP (2247) or (202) 778-3269.

CANCELLATIONS

Only written cancellations received by Monday, March 6, 2000, will receive refunds (less a \$50 processing fee). No refunds will be issued for cancellations after this date. Registrants who do not cancel prior to the conference and do not attend will be responsible for the full registration fee.

SUBSTITUTIONS

Registrant substitutions will be accepted. Please fax notification to (202) 478-1643 by noon EST Friday, March 17. On-site substitutions will require a \$20 processing fee.

SPACE LIMITATIONS

Space is limited. Please register early. Wait for your registration confirmation before purchasing non-refundable transportation tickets, or contact AAHP at (202) 778-3269 to check for space availability at the conference.

Conference Registration Form

Building Bridges VI: The Road to Quality Care: Using Research to Drive Quality Improvement

1. **Online.** Secure transactions through AAHP Online at www.aahp.org. Have your credit card ready.
2. **By Phone.** Call toll free (877) 291-AAHP (2247) or call (202) 778-3269. Have your credit card ready.
3. **By Fax.** Fax the registration form with credit card order (Visa, MasterCard, or American Express) to AAHP Fax (202) 478-1643.
4. **By Mail.** Send check or money order (payable to AAHP) with registration form to AAHP, Dept. No. 0612, Washington, DC 20073-0612.
5. **By Express Mail.** Send overnight packages to Registration, AAHP Building Bridges, 1129 20th St., NW, Suite 600, Washington, DC 20036-3421.

NOTE: Please do not send or fax a form if you register online. Each registrant must complete a separate form.

Space is limited. If you plan to register on-site or after the advance registration date, please call (202) 778-3269 to check on space availability; registrations will be taken over the telephone if you are paying by credit card. Make all checks payable to AAHP.

- ☐ Check here if you are a first time attendee to an AAHP Conference.



For special needs, please call (202) 778-3230.

Please check the appropriate box below:

☐ **Advanced Conference Registration Fees: \$500**
(payment received before March 6, 2000)

☐ **On-site Conference Registration Fees: \$650**
(payment received after March 6, 2000)

Your badge will reflect the information you provide us. Use the peel-off address label on the outside of this brochure, OR attach your business card, OR print or type your name below.

Name _____

Title _____ Degree _____

Organization _____

Address _____

City _____

State _____ Zip _____

Telephone _____ Fax _____

**Telephone and fax numbers are very important.*

Email address _____

PAYMENT METHOD

- ☐ Visa ☐ MasterCard ☐ American Express
(no other credit cards will be accepted)

Credit Card Number _____

Signature _____

AS IT APPEARS ON CREDIT CARD

Expiration Date _____

FOR OFFICIAL AAHP USE—CONFERENCE CODE B30

BB5

BB6

BB7

BB8



American Association of
HEALTH PLANS
Conference Office
1129 20th Street, NW, Suite 600
Washington, DC 20036-3421

UPCOMING EVENTS

*Quality and Information Technology
Conference & Exposition*

October 28–30, 1999 📍 Palm Springs, CA

Managed Care in Practice

November 14–17, 1999 📍 Nashville, TN

Fourth Annual Summit on

International Managed Care Trends

December 5–8, 1999 📍 Bal Harbour, FL

CEO/COO Roundtable

(For Member Health Plans Only)

January 27–30, 2000 📍 Del Mar, CA

Third Annual Addressing Tobacco

in Managed Care Conference

February 6–8, 2000 📍 Buckhead/Atlanta, GA

Policy Conference

February 27–29, 2000 📍 Washington, DC

Managed Care Institute & Display Forum

June 4–6, 2000 📍 Orlando, FL

Continuing Education

CME CREDITS FOR PHYSICIANS

The American Association of Health Plans is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education (CME) for physicians. AAHP designates this continuing medical education activity for up to 12 hours in Category 1 of the Physician's Recognition Award of the American Medical Association.

CE CREDITS FOR NURSES

AAHP is an approved provider of Continuing Education in Nursing by the Delaware Nurses Association. The Delaware Nurses Association is accredited as an approver of continuing education by the American Nurses' Credentialing Center's Commission on Accreditation. AAHP designates this activity for up to 14.4 hours of continuing education in nursing credits.

CE CREDITS FOR CMCEs

AAHP offers continuing education credits to Certified Managed Care Executives (CMCEs). The CMCE certification is awarded to graduates of AAHP's Executive Leadership Program and Executive Leadership Program for Medical Directors. AAHP designates this activity for up to 12 hours of continuing education for CMCEs.

To receive your CME, CE, and CMCE continuing education credit, please complete your evaluation and request for CME/CE/CMCE forms.